

Walla Walla County
Quit Line Data Summary
 July 1 - September 30, 2002

	County	State
Number of Calls to Quit Line	N = 38	N = 3,906
Percent of Statewide Calls	1.1%	100.0%
Percent of State Population in County¹	0.9%	100.0%

	County %	State %
Gender	N = 37	N = 3,543
Female	67.6%	61.4%
Male	32.4%	38.6%
Race/Ethnicity	N = 37	N = 2,967
People of Color	8.1%	15.6%
White	91.9%	84.4%
Age	N = 37	N = 3,091
Less than 18 years old	0.0%	2.0%
18 - 24 years old	18.9%	14.9%
25 - 34 years old	18.9%	22.9%
35 - 44 years old	24.3%	25.8%
45 years and older	37.8%	34.3%
Education	N = 35	N = 3,038
Did not graduate high school	34.3%	16.6%
High school graduate	28.6%	31.8%
Some college/vocational school	34.3%	38.6%
College graduate	2.9%	13.0%
Caller Type	N = 35	N = 3,409
General Information	8.6%	13.2%
Health care provider	2.9%	2.9%
Tobacco user	88.6%	83.9%
Payer Type	N = 25	N = 2,235
Insured	48.0%	43.4%
Uninsured	20.0%	23.8%
Medicaid	32.0%	32.7%
Heard About	N = 33	N = 2,881
Past caller	15.2%	17.4%
Employer/worksites	3.0%	0.7%
Health care provider	12.1%	19.6%
Television	48.5%	23.9%
Outdoor advertisement (billboard/bus/wall)	0.0%	7.0%
Targeted mailing	0.0%	0.6%
Great Start	0.0%	0.3%
Radio	0.0%	1.9%
Newspaper/Magazine	3.0%	1.1%
Brochure/Newsletter	3.0%	4.9%
Family or friend	15.2%	18.8%
Health Department	0.0%	3.0%
School	0.0%	0.6%